



ACTIVISION | BLIZZARD

Alphabet

Google

GOOGLE ENTERPRISE DEAL EXTENSION

AUGUST 16 MEETING FOLLOW-UP MATERIALS

AUGUST 24, 2022

EXHIBIT 6390

8/17/2022 10:28 AM | Confidential

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

GOOG-PLAY-011683579

EXHIBIT 6390-001

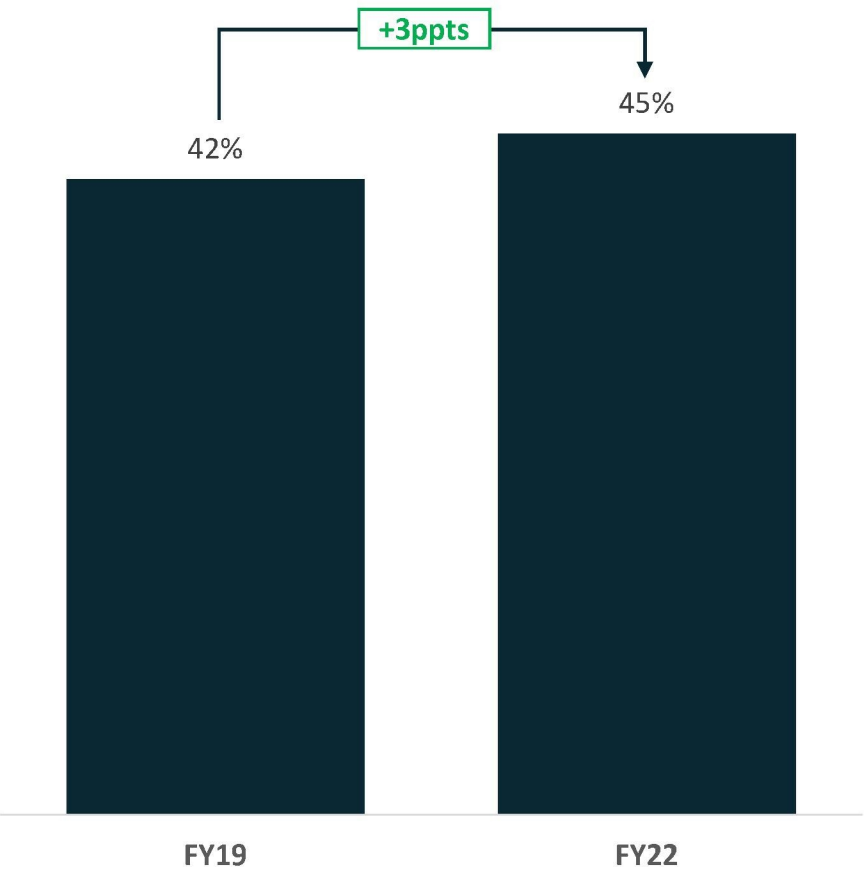
Executive Summary

- Current partnership drove **Google Play ecosystem growth across several key metrics versus your competitor**, including:
 - GP share of ABK mobile revenue **growing +3ppts** versus iOS (FY17-FY19 42% of Android/iOS IAP share growing to 45% FY20-FY22);
 - GP share of ABK mobile MAU **growing +6ppts** versus iOS (FY19 71% of Android/iOS MAU share growing to 76% FY22)
- Following the launch of the enterprise partnership, there was material growth in additional KPIs:
 - ~1,250% growth (**~+1,000pts vs. iOS**) in paid installs (vs. Jan '17)
 - ~450point increase in MAU (**~+300pts vs. iOS**) from paid installs (vs. Jan '17)
 - ~450point increase in ABK revenue from paid installs (**~+300pts vs. iOS**) as compared to Jan '17
- Increased share of **daily payers vs. competitor of ~+100ppts** (vs. Jan '19), with global gross bookings ~50ppts higher than competitor since January 2019

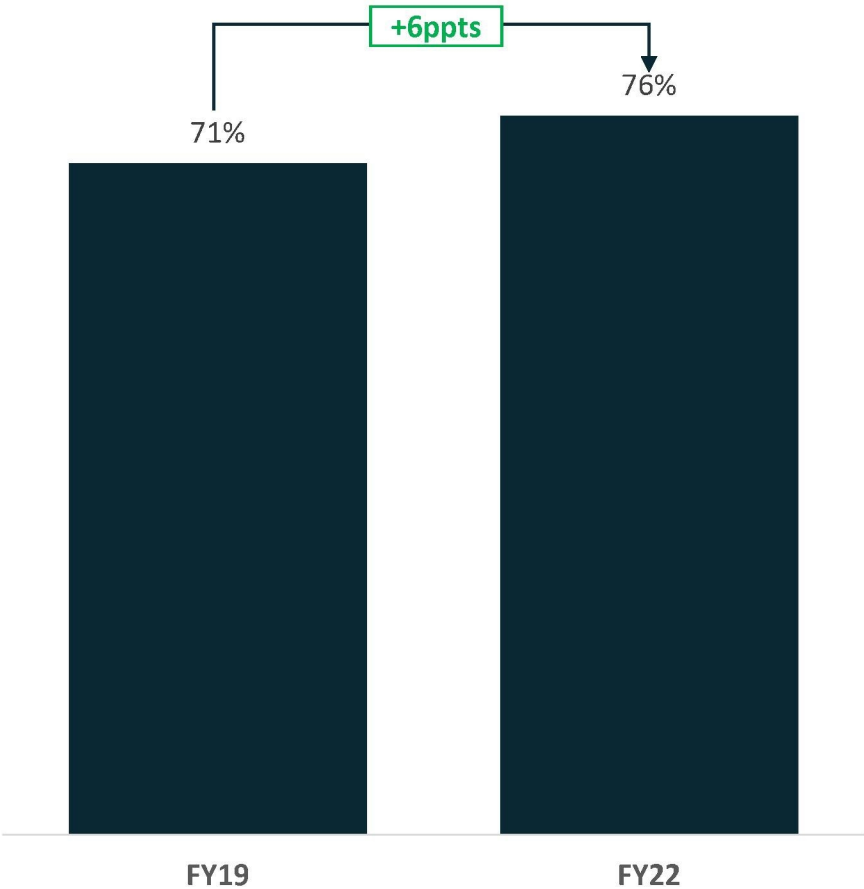
Partnership successfully grew the GP ecosystem...

...increasing GP's market share across both revenue and MAU

GP Mobile Gaming Revenue Share of ABK Titles
Current Deal FY20-FY22 vs Pre-Deal FY17-FY19



GP Share of ABK Mobile MAU
FY19 vs. FY22

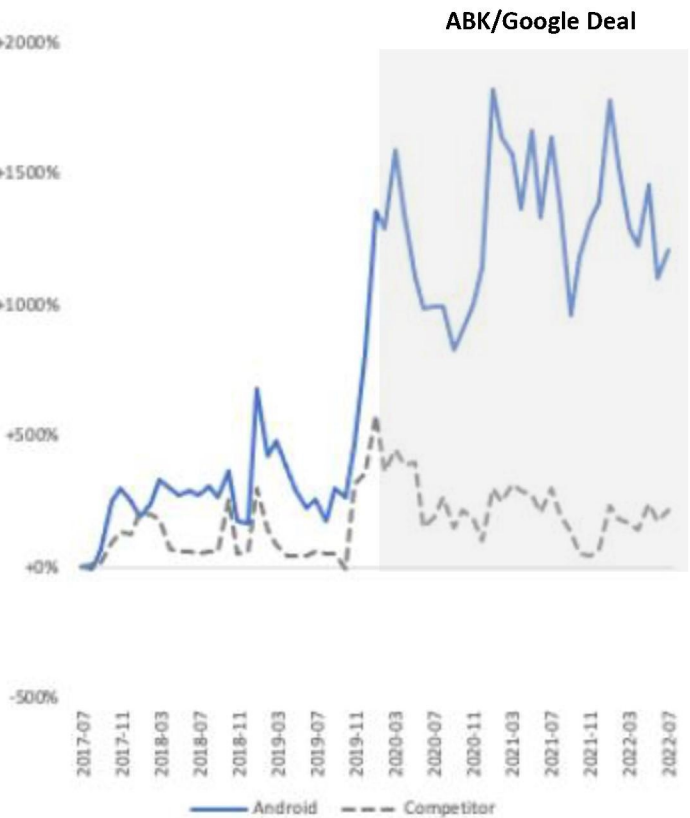


Partnership led to higher paid installs vs. competitor

This drove an accelerating lead for both reach and revenue on GP vs. competitor

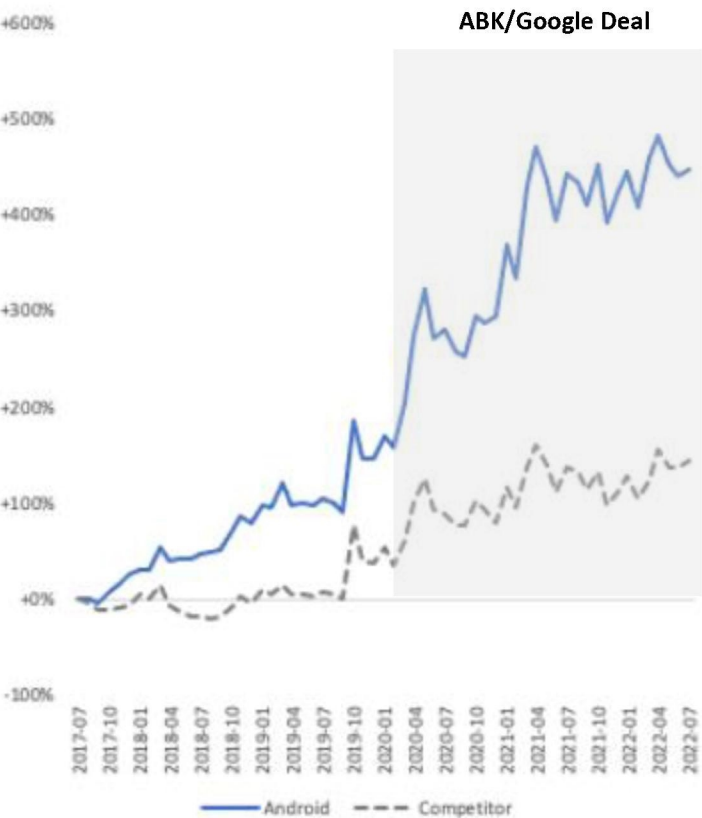
ABK Paid Installs vs. Competitor¹

Indexed to January 2017



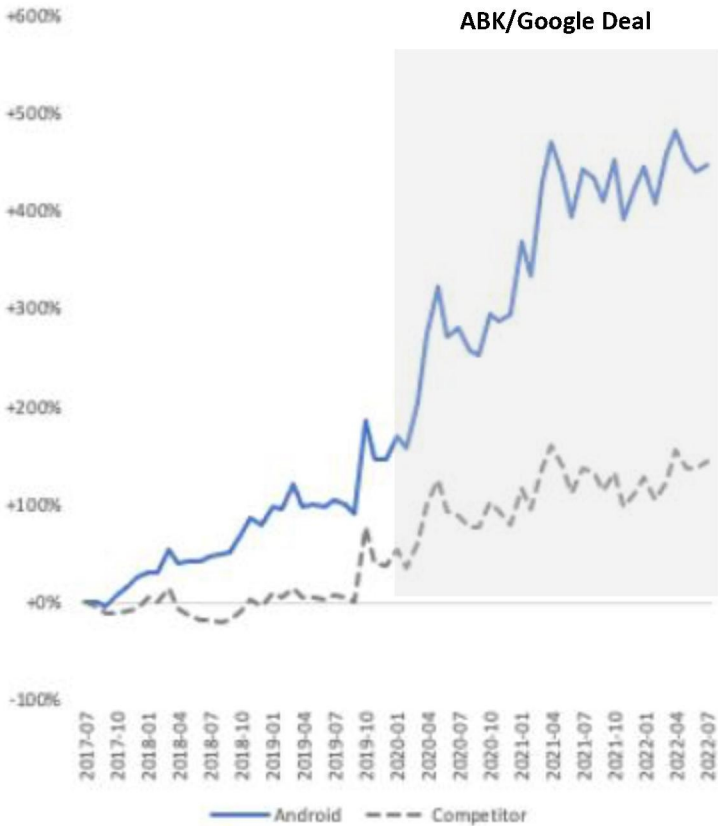
ABK MAU from Paid Installs

Indexed to January 2017



ABK Revenue from Paid Installs

Indexed to January 2017



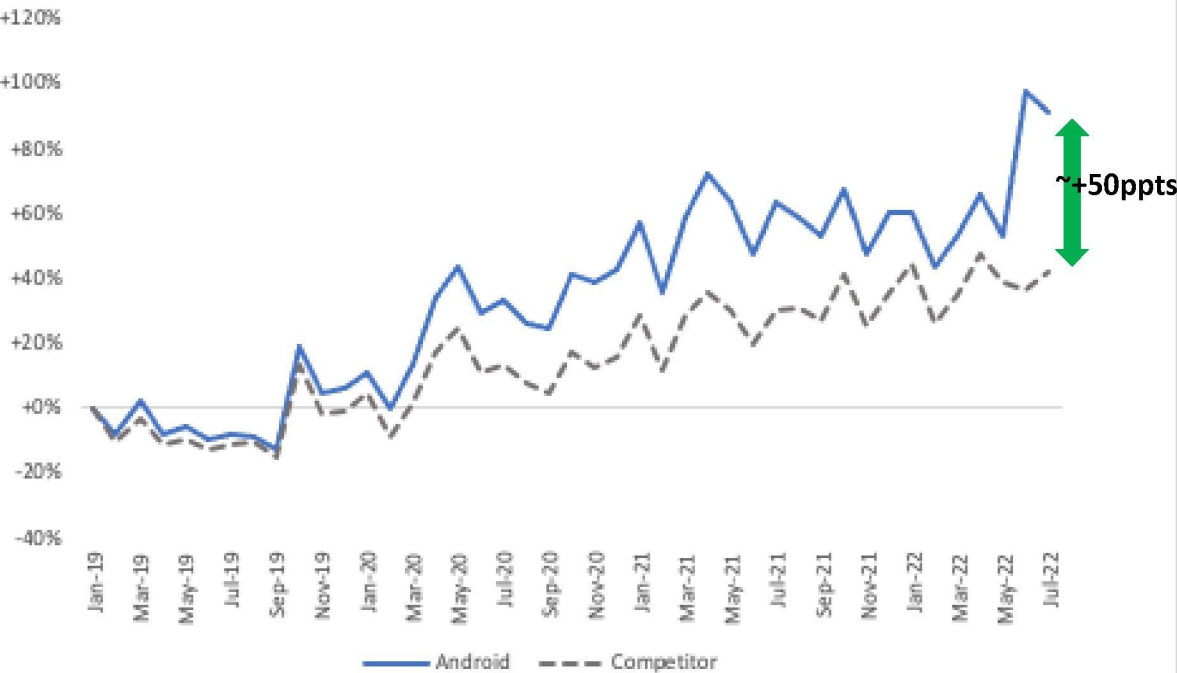
1. Excluding CoDM from October 2019 which had data issues in paid/organic tracking during launch.

Monthly payer gap vs. competitor expanded during the partnership

Nearly +60ppt gap between GP and competitor since January 2019 in monthly payers

Global ABK Gross Bookings vs. Competitor

Indexed to January 2019



Monthly Payers vs. Competitor

Indexed to January 2019

